

Home Furnishings Calendar 1949

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HOME FURNISHINGS CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. HOME FURNISHINGS CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday July 21- July 28	MIDSUMMER FURNITURE EXHIBIT "Better Living with Television", Abraham & Straus' midsummer furniture exhibit, will be open to the public on this date and will consist of 17 room settings planned to solve the problem of how to live with television and love it. On Thursday, July 21, from 4 to 8 P.M. Paul Whiteman will give preliminary television auditions to talented young people; at 2:30 P.M. on Tuesday, July 26, Bill Slater will introduce television personalities; Mary David Gillies of McCall's Magazine and Norman Fox MacGregor, designer for Valley Furniture Co. will also appear on this program; at 6:30 P.M. on Thursday, July 28, Paul Whiteman will audition a group of talented young people; Harriet Van Horne of the World Telegram will be interviewed and Ivor Kenway of the American Broadcasting Company will speak on "Behind the Scenes in Television." Publicity: Frances Bemis, Director of Feature Events, Abraham & Straus, TR. 5-7200.	ABRAHAM & STRAUS	FULTON STREET BROOKLYN, N.Y.
Thursday July 21 Just out	DECORATING GUIDE "How to Carpet Your Home Correctly" is the title of a new booklet, printed in full color, which shows how to build a color scheme around a carpet. Actual carpet swatches are included. Available now to the trade, at 25¢ each, this booklet will be available for distribution to the public early in September. Contact: Harry D. Goodwin, MU. 6-3150.	MAGEE CARPET CO.	295 FIFTH AVENUE
July 21- July 29	SOUTHERN FURNITURE MARKET, EXPOSITION BUILDING, HIGH POINT, N. C. CONTACT: PAUL CASEY, EXPOSITION BUILDING, HIGH POINT, N. C.		
Sunday July 24- July 27 9:00 A.M.- 6:00 P.M.	FIFTH CALIFORNIA CURTAIN & DRAPERY SHOW New textile products such as curtains, draperies, bedspreads, pillows, hand-screened fabrics, shower curtains, Venetian blinds, hardware, trimmings, headboards and allied merchandise will be shown at the Show. There will be an open house during the evening of Monday, July 25 for both buyers and store personnel. Publicity: Worth Larkin-Dick Bean, Los Angeles Trade Fair, Inc., 1151 So. Broadway, Los Angeles 15.	LOS ANGELES TRADE FAIR	ALEXANDRIA HOTEL 1151 SO. BROADWAY, L.A. LOS ANGELES, CALIF.
Sunday July 24- July 27	GIFT AND HOUSEWARE SHOW The Michigan Merchandise Show to display gifts and housewares will be held in the Hotel Statler in Detroit on these dates. Showings from 11 A.M. to 9 P.M. daily. Contact: Charles W. Burn, Room 935, 225 Fifth Avenue, New York 10, New York, MU. 6-2631.	MICHIGAN MDSE. SHOW	STATLER, DETROIT
Sunday July 24- July 29 9:00 A.M.- 6:00 P.M.	29TH CALIFORNIA GIFT SHOW Gifts, dinnerware, lamps, glass and allied items will be shown with a large number of items tagged "Preview Item" as was done so successfully last season. Contact: W. C. Klingborg, Los Angeles Trade Fair. Publicity: Worth Larkin-Dick Bean, Los Angeles Trade Fair, 1151 South Broadway, Los Angeles 15, California.	L.A. TRADE FAIR, INC.	BRACK SHOPS, ETC. 1151 SO. BROADWAY, L.A. LOS ANGELES, CALIF.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, JULY 25, 1949</u>			
July 25- July 28	TRADE SHOW AND CONVENTION, HOTEL NEW YORKER AND MANHATTAN CENTER. CONTACT: WM. R. GARD, NATL. ASSN. MUSIC MERCHANTS, 28 E. JACKSON, CHICAGO.		
Monday July 25- July 28	NEW LINE OF TELEVISION SETS A new promotional line of television sets will be exhibited on these dates according to an announcement by R. D. Payne, Manager of Sales. Publicity: S. Olchak, Air King Products Co., 170-53rd St., Brooklyn 32.	AIR KING PRODUCTS CO. 170 - 53RD ST., BKLYN.	HOTEL NEW YORKER ROOM 970
Monday July 25- July 29	24TH SEMI-ANNUAL SUMMER FURNITURE MARKET The Summer Furniture Market will be held on these dates to coincide, for the convenience of buyers, with the Gift Show and the Curtain and Drapery Market. Publicity: James J. Cowen, L.A. Furniture Mart.	LOS ANGELES FURN. MART 2155 EAST 7TH STREET	LOS ANGELES FURN. MART, LOS ANGELES
Tuesday July 26	BREAKFAST MEETING, NATL. RETAIL FURN. ASSN., BILTMORE, LOS ANGELES, CAL. CONTACT: JOHN DAVIS, DAVIS FURNITURE CO., LONG BEACH, CALIFORNIA.		
Sunday July 31- August 4	GIFT, STATIONERY, TOY HOUSEWARES SHOW Over 1,000 nationally known lines of china, cooking utensils, cutlery, decorative accessories, electrical appliances, gifts, housewares, lamps, linens, pictures, pottery, and so on will be on display. Contact: Kay Leber, Show Director, Western Merchandise Exhibitors, 1355 Market Street, San Francisco 3, California.	WESTERN MDSE. EXHIBITORS 1355 MARKET STREET	CIVIC AUDITORIUM SAN FRANCISCO, CALIF.

WEEK BEGINNING MONDAY, AUGUST 1, 1949

Monday August 1 5:30 P.M.- 7:30 P.M.	COCKTAIL PARTY AND OPEN HOUSE Furniture buyers and their wives will attend a cocktail party, <u>by invitation only</u> , to be given by the Furniture Club of Northern California. Invitations will be available on each furniture floor of the Mart throughout Monday, August 1. Contact: Norman A. Arter, 1355 Market St., San Francisco.	FURN. CLUB OF NO. CAL. 1355 MARKET STREET	MART CLUB AUDITORIUM SAN FRANCISCO, CAL.
Monday August 1- August 5	LINEN TRADE ASSOCIATION SHOW The second Linen Trade Show will again be held at the Commodore. In addition to displaying decorative and staple linens, there will be seven model room displays, featuring linens, and set up by editors from House & Garden, House Beautiful, American Home, Better Homes and Gardens, Mademoiselle's Living, Today's Woman and McCall's Magazine. Contact: Marie J. Puglis, MU. 3-8700; Publicity: J.R. Naseef, WI. 7-0044.	LINEN TRADE ASSN. 45 EAST 17TH ST.	HOTEL COMMODORE NEW YORK, N.Y.
Monday August 1- August 6	WESTERN SUMMER MARKET Over 2200 manufacturers of all kinds of home goods will exhibit new lines at this Market. The theme is "Fortunes in '49." Contact: Frank K. Runyan, President, Western Merchandise Mart, 1355 Market Street, San Francisco, Cal.	WESTERN MERCHANDISE MART	1355 MARKET STREET SAN FRANCISCO, CAL.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday August 1- August 12 9:00 A.M.- 6:00 P.M.	CHICAGO GIFT SHOW Two hundred exhibitors will display more than 500 lines of merchandise at the 48th semi-annual Chicago Gift Show. Many new dinnerware and stationery lines will be shown. On Thursday, August 4, a dinner dance for exhibitors and buyers will be held in the Red Lacquer Room of the Palmer House. Tickets may be obtained from the Secretary's Office, Room 700. The show will close at 1 P.M. on Aug. 6 and Aug. 12 and all exhibits will be closed on Sun., Aug. 7. Contact: George F. Little Management, 220 5th Avenue, New York City, MU. 9-7147.	EASTERN MFRS & IMPORTERS	PALMER HSE., CHICAGO
August 1- August 13	MERCHANDISE MART GIFT SHOW, MERCHANDISE MART, CHICAGO, ILLINOIS. CONTACT: ROBERT B. JOHNSON, ROOM 262, MERCHANDISE MART, CHICAGO 54, ILL.		
August 1- August 26	CONFERENCE ON SILVERSMITHING, RHODE ISLAND SCHOOL OF DESIGN. CONTACT: MARGARET CRAVER, R. I. SCHOOL OF DESIGN, PROVIDENCE, R.I.		
Tuesday August 2 Evening	RETAILERS' SEMINAR Sponsored by the Retail Furniture Assn. of California, Inc., and open to retailers only, a seminar, "Second Semester - Post Graduate Course in Retailing", will be held under the counsel and direction of a faculty drawn from among the most experienced merchandising authorities in the west. Contact for reservations: Ralph A. Brown, Retail Furniture Assn. of California, Western Merchandise Mart, 1355 Market Street, San Francisco 3, California.	WESTERN MERCH. MART 1355 MARKET STREET	MART CLUB, AUD. SAN FRANCISCO, CAL.
Wednesday August 3 4:00 P.M.- 6:00 P.M. Cocktails	PRESS PREVIEW: NEW HOME ACCESSORY A new and revolutionary home product will be introduced to the press by the Hunter Douglas Corporation. By invitation only. Publicity: Ruth Hammer Associates, Inc., EL. 5-7108.	HUNTER DOUGLAS CORPORATION	WALDORF ASTORIA PALM ROOM
Wednesday August 3 Dinner	TRADE DINNER The annual Western Radio-Television and Appliance dinner will be addressed by James J. Nance, president of Hotpoint, Inc., on "Salesmanship's Number One Job." The other principal speaker will be Julius Klein, vice president of Caloric Stove Corp. Following the speakers' program there will be a complete stage show. Contact: George A. L'Amoreaux, Western Merchandise Mart, 1355 Market Street, San Francisco 3, California.	WESTERN MERCH. MART 1355 MARKET STREET	MART CLUB AUDITORIUM SAN FRANCISCO, CAL.
August 7- August 10	NEW YORK STATE GIFT SHOW HOTEL STATLER, BUFFALO, NEW YORK.		

ADVANCE DATES AND NOTICES

August 8- August 13	TWIN CITY FURNITURE MARKET WEEK, MINNEAPOLIS AUDITORIUM, MINNEAPOLIS. CONTACT: M. C. SALISBURY, SALISBURY CO., MINNEAPOLIS, MINN.
August 14	V-J DAY.
August 14- August 18	PITTSBURGH GIFT SHOW, HOTEL WILLIAM PENN, PITTSBURGH, PENNSYLVANIA. CONTACT: JOHN M. HAMMER, KNOX, PENNSYLVANIA

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
August 14- August 18	PACIFIC NORTHWEST GIFT & HOUSEWARES SHOW, OLYMPIC HOTEL & TERMINAL SALES BLDG., SEATTLE, WN.	CONTACT: KAY LEBER, 1355 MARKET ST.,	SAN FRANCISCO.
August 15- August 18	AMERICAN NATIONAL RETAIL JEWELERS ASSN. TRADE SHOW, WALDORF-ASTORIA, N.Y.	CONTACT: C.T. EVANS, SEC'Y, 551 FIFTH AVE.,	NEW YORK, MU. 2-2764.
August 15- August 19	DOMESTICS & LINEN SHOW, HOTEL NEW YORKER, NEW YORK CITY.	CONTACT: HERBERT M. WATERS, R.F.D. 1,	LANSDALE, PENNSYLVANIA.
Tuesday August 16	ANNUAL CLUB OUTING	CURTAIN & DRAPERY CLUB 45 W. 35TH STREET	RYE WOOD COUNTRY CLUB WESTCHESTER CO., N.Y.
	The annual outing and day of sports will be held at the same club as last year. Golf, baseball, soft ball, swimming and card games will be held. Tickets are \$12 each which covers all expenses. Contact: George de Luna, Curtain & Drapery Club, 45 West 35th St., N.Y.C., WI. 7-2500.		
August 16- August 19	ALLIED LINE SHOW FOR CREDIT JEWELERS, BELMONT PLAZA HOTEL, NEW YORK CITY.	CONTACT: ARTHUR TARSHIS, 36 WEST 47TH STREET,	LU. 2-4627.
August 20	CHICAGOLAND MUSIC FESTIVAL, HOTEL SHERMAN, CHICAGO, ILLINOIS.	CONTACT: P. MAXWELL, CHICAGO TRIBUNE, TRIBUNE TOWER,	CHICAGO, ILLINOIS.
August 21- August 24	PORTLAND GIFT & HOUSEWARES SHOW, PORTLAND & BENSON HOTELS, PORTLAND, ORE.	CONTACT: KAY LEBER, WEST. MDSE. EXHIBITORS ASSN.,	1355 MARKET ST., SAN FRAN.
Sunday August 21- August 25 9:00 A.M.- 6:00 P.M.	GIFT, LAMP, CHINA AND GLASS SHOW	ORIENT-OCCIDENT ASSN. 245 FIFTH AVENUE	HOTEL McALPIN NEW YORK, N.Y.
	A new show, sponsored by the Orient-Occident Assn., and known as The Eastern Gift and Lamp Show, will accommodate several firms unable to obtain display space at the regular New York Gift Show. The show will close at 12 noon on Thursday, Aug. 25. Contact: Walter E. Ward, MU. 6-3708.		
August 22- August 26	MARKET WEEK, 225 FIFTH AVENUE, NEW YORK CITY.	CONTACT: ETHEL MACDONALD, MU. 5-6377.	
August 22- August 26	NEW YORK GIFT SHOW, HOTELS NEW YORKER AND STATLER, NEW YORK, N.Y.	CONTACT: GEORGE F. LITTLE MANAGEMENT, 220 5TH AVE.,	N.Y.C., MU. 9-7147.
Aug. 23-27	ADIRONDACK CRAFTSMEN'S EXHIBIT, SARANAC LAKE, NEW YORK.		
August 27- August 31	OHIO STATE GIFT SHOW, HOTEL DESHLER-WALLICK, COLUMBUS, OHIO.	CONTACT: WALTER E. OFFINGER, MERCHANDISE MART,	CHICAGO, ILLINOIS.
Aug. 28-31	NEW ORLEANS GIFT SHOW, NEW ORLEANS, LOUISIANA.		
Monday August 29 Just out	NEW COOKBOOK "The Texas Cookbook" by Arthur and Bobbie Coleman, lists a wide range of unusual dishes from this lusty state which has a cuisine of its own. It is derived from French, Indian, Spanish, Mexican, and Old South sources with a bit of Italian and Chinese mixed in. Directions are clear and simple and geared to modern cooking methods. Publicity: Eileen Kelly, PL. 7-7350.	A. A. WYN 23 WEST 47TH STREET	

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sept. 1	SEPT.-OCT. ISSUE MADEMOISELLE'S LIVING OUT ON THIS DATE.		
Sept. 4- Sept. 8	DETROIT GIFT SHOW, HOTELS STATLER & BOOK-CADILLAC, DETROIT, MICHIGAN CONTACT: WALTER E. OFFINGER, MERCHANDISE MART, CHICAGO, ILLINOIS.		
Sept. 5	LABOR DAY (Monday).		
Sept. 5- Sept. 8	ALLIED GIFT & JEWELRY SHOW, HOTEL ADOLPHUS, DALLAS, TEXAS CONTACT: ALLIED EXHIBITORS, INC., 712 SO. OLIVE ST., LOS ANGELES, CALIF.		
Sept. 10- Sept. 17	NAT'L FURN. AND HOME FURNISHINGS SHOW, GRAND CENTRAL PALACE, NEW YORK. CONTACT: LOU E. SCHNEIDER, NATL. FURN. & HOME FURN. SHOWS, MU. 5-0218.		
Sept. 11- Sept. 17	NATIONAL HOME WEEK, DESIGNED TO REPORT HOME BUILDING PROGRESS TO PUBLIC SPONSORED BY NATL. ASSN. OF HOME BUILDERS, 1028 CONN.AVE. N.W., WASHINGTON.		

MUSEUM, GALLERY AND GARDEN NEWS

Thursday July 21- August 21	ART NOUVEAU SHOW A small exhibition of Art Nouveau, a significant though short-lived decorative style which began in Belgium about 1890 and spread to France and other countries, features objects recently added to the Museum's collection of design. The movement is considered one of the starting points for modern design. Included are furniture designed by Hector Guimard, Tiffany vases, Galle glass, jewelry. On first floor. Hours: 12 to 7 weekdays, 1 to 7 P.M. Sundays. Publicity: Betty Chamberlain, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET
Tuesday Sept. 13- Oct. 30	PRESS PREVIEW OF TEXTILES The life work of Ani Albers, outstanding weaver-designer and weaving teacher in this country, will be on display. Miss Albers was formerly associated with the Bauhaus in Germany. Open to public on Sept. 14. Hours 12 to 7 P.M. weekdays; 1 to 7 P.M. Sundays. Publicity: Betty Chamberlain, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET

EDITORIAL NOTES

If you are planning promotions to tie-in with Home Fashion Time, 1949, which will be held from September 26 to October 1 this year, you may find it helpful to get in touch with the committee chairman for your particular business. We list them below:

<u>Committee</u>	<u>Chairman</u>	<u>Telephone</u>
Over-all Chairman	Madelyn Smith	MU. 6-3497
Art	Kay Lewis	MU. 9-3670
Lectures	Mary Brandt	GR. 7-2853
Manufacturers	Ethel Brostrom	MU. 3-8910
Publicity	Claire Corbin	JU. 6-5643
Retail Stores (N.Y.C. Metropolitan Area)	Blanchard Bartlett	PL. 5-7157
Retail Stores (Out of N.Y.C. Resident Buying Offices)	Irene Fogel	MU. 5-4190

For additional information on any phase of Home Fashion Time, write or telephone the Executive Secretary of the Home Fashions League, Inc., Josephine M. Brush, 155 East 96th St., New York 28, N.Y. SA. 2-1839.

DATEWHAT'S GOING ONGIVEN BYWHERERADIO AND TELEVISION NEWS

Thursday	TELEVISION SHOW	WABD	DUMONT TELEVISION
July 21	"YOUR TELEVISION SHOPPER"	CHANNEL 5	515 MADISON AVENUE
11:00 A.M.-	Rug cleaning will be demonstrated by Kathi Norris as a feature of "Your		
12:00 M.	Television Shopper." Publicity: Gerald Lyons, MU. 8-2600.		
Monday	TELEVISION PREMIERE	CBS-TV	CBS-TV
July 25-	"CLASSIFIED COLUMN"	CHANNEL 2	485 MADISON AVENUE
July 29	This new program will feature Paul de Fur who will demonstrate all sorts		
5:15 P.M.-	of products designed to make housekeeping easier. This program will run		
5:30 P.M.	every week, Monday through Friday. Publicity: Helen Brattrud, PL. 5-2000.		

TELEVISION GUIDE

Washington, D.C. Station WTTG, 12th and E. Streets, Washington 4,
D.C. Program Manager, Roger Coelos.

Chicago, Illinois. Station WGN-TV - Chicago Tribune, 400 West
Madison St., Chicago 6, Illinois. Program Manager- Jay E. Faraghan.

New York, N.Y. Station WNBT - National Broadcasting Company, 30
Rockefeller Plaza, New York 20, N.Y. Executive Producer, Warren Wade.

New York, N.Y. Station WPIX - News Syndicate Co., Inc., 220 East
42nd Street, New York 17, N.Y. Program Manager, James S. Pollak.

Los Angeles, Cal. Station KTTV - Times Mirror Co., 1025 N. Highland
Ave., Los Angeles 38, Cal. Program Manager, Hal Hudson.

Los Angeles, Cal. Station KTLA - Paramount Television Productions, Inc.
5451 Marathon St., Los Angeles 38, Cal. Program Manager, Philip Booth.

Los Angeles, Cal. Station KTSL - Don Lee Broadcasting System, 1313 N.
Vine St., Hollywood 28, Cal. Program Coordinator, E. Carlton Winckler.

EDITORIAL REQUIREMENTS

For American Savings and Loan Service, 22 E. 12th St., Cincinnati, O.
This concern, which publishes Quarterly House Magazines for savings
and loan associations, will welcome pictures and articles, or out-
lined information, on all subjects of home-making interest. This
includes redecoration schemes, the uses of various products in the
home, home economic hints and notices of new products to make house-
keeping easier. Articles published do not plug particular products;
however, credit lines are given for material used. Contact: David
Singer, Editor, 22 East Twelfth Street, Cincinnati 10, Ohio.

For Public Relations Publications, 2700 E. Main St., Columbus 9, Ohio.
This publication features stories and photographic illustrations of
material geared to homemaker readership - home modernization, new
appliances, decorating, landscaping, furnishings, human interest,
music, book reviews, household tips, and so forth. Photographs must
be top quality in all respects. Contact: Robert R. Spooner, Editor.

Home Furnishings Calendar

Room 519, 9 East 46th Street, New York 17, N. Y. PLaza 9-2917

Emma Aubert Cole, Managing Editor
Arlene Hannes, Associate Editor
Zelda K. Schiller, Circulation Manager
Hilda Kassell, Promotion Director

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